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# CACAP 2 Marketing Communications Plan

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April 14, 2021



## Agenda

1. Campaign Goals
2. Strategy
3. Target Audience
4. Paid Media – Securing the Trust
5. Paid Media – Serving the Need
6. Owned Channels
7. Earned Media
8. Media Timeline

# Campaign Goals

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- Generate broad awareness of PSE's efforts to help its customers during the COVID-19 pandemic, specifically the CACAP program across PSE's service area
- Drive customers who need support with the energy bills to the CACAP program website
- Position PSE as a proactive community partner in getting its customers back on track with their energy bills

# Strategy

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Implement an advertising, outreach and earned media campaign that has two components:

- **“Securing the Trust”**: Generate awareness in our service area on PSE’s work in the community to help customers impacted by COVID, as a means to demonstrate that we are a trusted, proactive partner with our customers in finding financial solutions on their energy bill.
- **“Serving the Need”**: Target our in-need customers with messaging that outlines the support provided by the CACAP program. Driving income qualifying customers to apply for energy assistance and non-qualifying customers to set up extended payment arrangements.

# Messaging Strategy & Timing

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## Two key messages that are interwoven through our communications:

- To heighten awareness of debt forgiveness and payment options through messaging that integrates our compassion with an expectation of repayment
- Transparency in addressing that Washington's utility moratorium ends July 31<sup>st</sup> in communications

## Campaign External Launch

- Monday, May 10<sup>th</sup>

# Our target audience

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## Primary Audience:

- Residential customers behind on their energy bill who are income-qualified (<200% FPL) for CACAP

## Secondary Audience:

- PSE customers 60+ days past due on their energy bill who do not qualify for CACAP
- All PSE customers throughout our service area
- Key civic and governmental stakeholders

# Target audience breakdown<sup>1</sup>

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Currently, there are nearly 172,000 active residential customers who are past due, owing a combined \$73.8M

- Of these customers, over 50,000 active residential customers are 60+ days past due, owing a combined \$53.1M

PSE estimates<sup>2</sup> approximately 48,000 customers may be income eligible to qualify for CACAP (this number includes approximately 8,000 customers who were auto-enrolled for CACAP by PSE). These customers owe approximately \$24.1M.

- 64% of these customers had experience with dunning prior to the pandemic
- The average amount owed is \$500
- **18.4% of these customers are estimated<sup>3</sup> non-English speaking**

<sup>1</sup>Data as of April 25, 2021

<sup>2</sup>Estimation uses 3<sup>rd</sup> party income data and/or prior energy assistance pledge data.

<sup>3</sup>Estimation uses 3<sup>rd</sup> party data

# Barriers for customer engagement

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- Not aware of the CACAP program
  - Difficulty in reaching a hard-to-reach audience
  - A need to overcome language and technology hurdles to reach those in-need
- Personal pride preventing reaching out for assistance
  - Embarrassment for not being able to pay their bills, but not wanting to seek help especially challenging for those who haven't previously been in this position
- May be overwhelmed with many other outstanding bills
  - Our message is competing for attention with other pressing needs, such as the prospect of eviction



# Campaign Media Tactics

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<b>Paid Media</b>	<b>Owned Media</b>	<b>Earned Media</b>
<ul style="list-style-type: none"><li>▪ Social Media Ads (ENG &amp; SPN)</li><li>▪ Digital Banner Ads (ENG &amp; SPN)</li><li>▪ NPR Sponsorship</li><li>▪ Media Sponsorship with: KOMO (ENG) &amp; KUNS (SPN)</li><li>▪ Radio Sponsorship (ENG &amp; SPN)</li></ul>	<ul style="list-style-type: none"><li>▪ The Voice</li><li>▪ Email</li><li>▪ Organic Social Media</li><li>▪ Website</li><li>▪ In-language videos</li><li>▪ Direct Mail</li></ul>	<ul style="list-style-type: none"><li>▪ Pitching Media (ENG &amp; SPN)</li></ul>

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# PAID MEDIA – Securing the Trust

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# Messaging Strategy - Securing the Trust

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## **Key Audiences:**

- All customers
- Stakeholders
- Elected officials

**Goal:** General Awareness and Brand Positioning

## **Messaging:**

- Efforts by PSE to help customers during the COVID-19 pandemic.
- PSE is reminding its customers to take advantage of the CACAP program for assistance with their utility bills following the end of Washington Utilities and Transportation Commission's utility moratorium on July 31.

# Media Sponsorship - Securing the Trust

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- Partner with KOMO and KUNS to produce a PSA focused on PSE's efforts to help the community with their energy bills.
- KOMO currently rated #1 in news in Seattle.
- Partnership extends the message across English and Spanish-speaking audiences.
- Stations take lead on asset production, saving time and resources.
- Editorial content as part of the package to ensure news coverage of the CACAP program.
- Sponsorship: 36.4 million impressions, will reach 87% of adults 18+ an average **of 11 times**
- Campaign runs for 6 weeks.
  - English (KOMO) starts May
  - Spanish (KUNS) starts June



UNIVISION  
SEATTLE



# NPR Sponsorship - Securing the Trust

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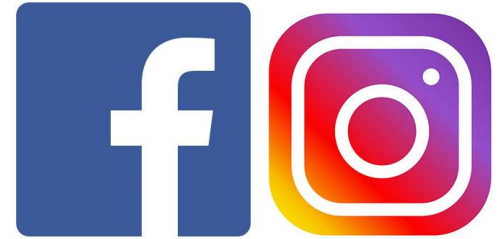
- Position PSE as customer-centric organization committed to helping individuals and families get through difficult times by highlighting the relief funding available every year to support customers facing hardship.
- Create 20-second scripts
- Timing: 3 weeks in May and in July



# Social Media Ads - Securing the Trust

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- Include static social media ads to broaden and diversify message reach & exposure
- Focus on an awareness approach
- Segmented within PSE Service area
- Success will focus on reaching the most people (reach)
- Target English + Spanish
- Ads support KOMO/KUNS timing:
  - English ads run May – July.
  - Spanish ads run June – July.



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# PAID MEDIA – Serving the Need

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# Messaging Strategy – Serving the Need

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## **Audience:**

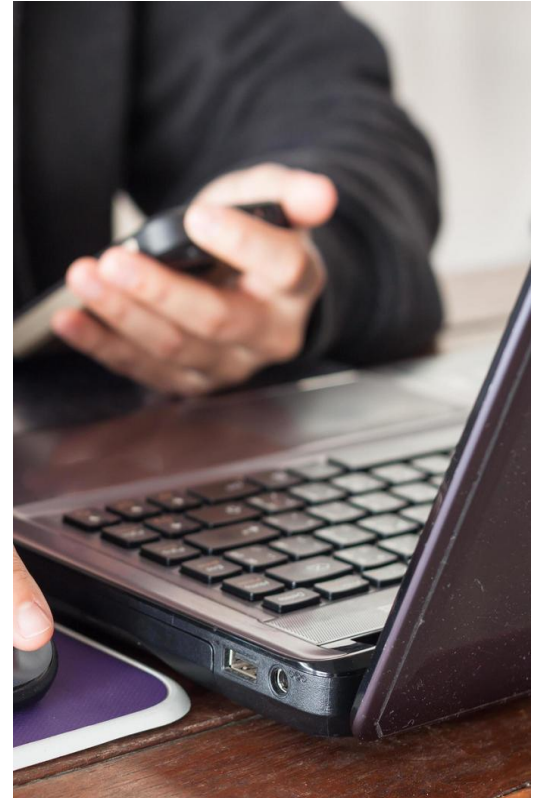
- Customers <200% FPL who are behind on their energy bill payments
- Customers who are 60+ days behind on payment of their energy bill
- **Goal:** Website conversions (traffic to CACAP site)
- **Messaging:**
  - The Washington Utilities and Transportation Commission’s utility moratorium is ending on July 31
  - CACAP can help qualified customers pay their energy bills
  - Extended payment arrangements can help non-qualified customers catch up on their past due energy bills
  - CTA: apply on [pse.com](https://pse.com) or call today for help



# Digital Banner Ads – Serving the Need

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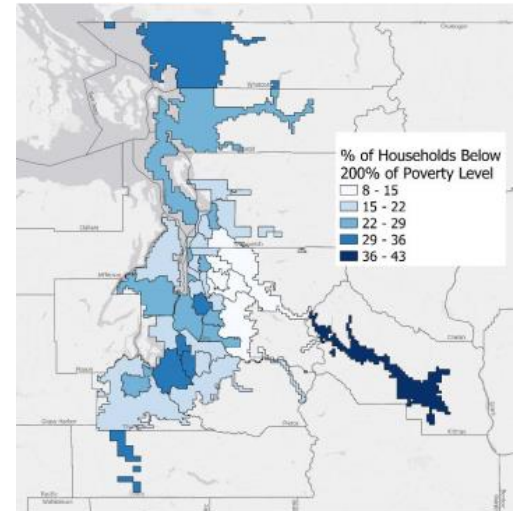
- Banner ads will appear across hundreds of sites and be highly-segmented to qualifying PSE customers. Segmentation includes:
  - Zip code targeting
  - Can also segment the above by a variety of languages, including Spanish
- Ads will appear on mobile, desktop & tablets
- KPI will focus on click-throughs & conversions
  - English ads run May – July.
  - Spanish ads run June – July.



# Social Media Ads – Serving the Need

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- Social Media expands the opportunity for the target audience to see the PSE message and click-through for more information. Segmentation will include:
  - Zip code targeting to lower income.
  - Can also segment the above by a variety of languages, including Spanish.
- Ads will appear Facebook & Instagram.
- KPI will focus on click-throughs & conversions.
  - English ads run May – July.
  - Spanish ads run June – July.



# Radio Sponsorships – Serving the Need

- :15 & :10-second radio sponsorships will run across 20+ radio stations in the Puget Sound region. The ads run adjacent to weather and traffic reports and are therefore considered premium positioning.
- Opportunity to reach a broad audience, both the target and general PSE customer.
- Scripts is sent in English and Spanish, saving on production costs.
- While digital audio is good, broadcast radio reaches a broader audience and a more lower income audience than digital audio.
  - English ads run 6 weeks flighted between May – July.
  - Spanish ads run 6 weeks flighted between June – July



## Station List\*

KISW 99.9 FM Rock  
KKWF 100.7 FM Country  
KHTP 103.7 Hip Hop  
KSWD 94.1 FM Adult Contemporary  
KBKS 106.1 FM Contemporary Hits  
KJAZ 96.5 FM Adult Hits  
KJR 95.7 FM Classic Hits  
KNTS 1680 AM [Spanish](#)  
KZOK 102.5 FM Classic Rock  
KJR 950 AM Sports  
KIRO 710 AM Sports  
KIRO 97.3 FM News/Talk  
KCIS 630 AM Inspirational  
KCMS 105.3 FM Contemp. Christian  
KFNQ 1090 AM Sports Talk  
KGNW 820 AM Christian Talk  
KPLZ 101.5 FM Adult Contemporary  
KUBE 93.3 FM Hip Hop  
KXXO 96.1 FM Adult Contemporary  
KIXI 880 AM Adult Standards  
KKNW 1150 AM Talk  
KLFE 1590 AM Talk  
KNKX 88.5 FM Jazz  
KOMO 1000 AM News  
KTTH 770 AM Talk  
KY YO 96.9 FM Country  
KY YO 95.3 F2 Classic Hit

\*Final stations list to be customized to skew lower income audiences

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# OWNED CHANNELS

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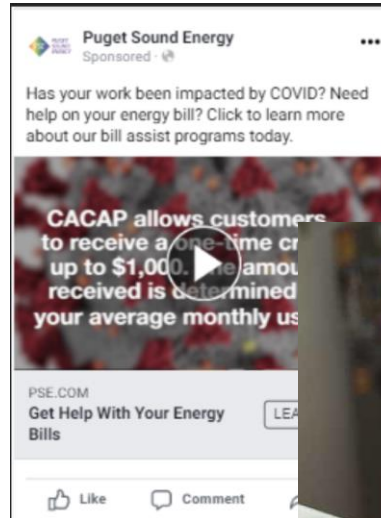
*PUGET  
SOUND  
ENERGY*

# Owned channels – print & digital

## Using PSE's own channels for both targeted and mass reach communications

- The Voice
- Email
- Direct Mail
- Website homepage banner & CACAP page
- Organic social media

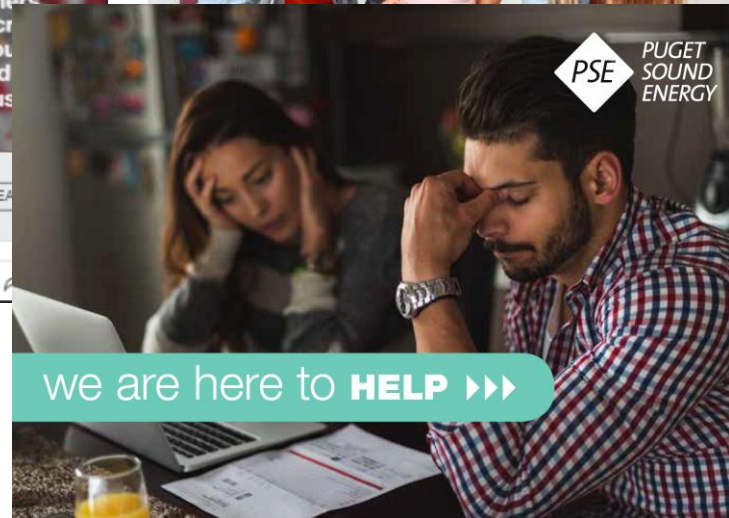
Timing: May - ongoing



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The latest news on what's powering our neighborhoods



# Owned channels – In-language videos

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Create short “how to apply” videos in English, Spanish, Hindi, Mandarin, Vietnamese and Russian.

Use videos to reach non-English proficient customers in:

- paid social media
  - pse.com
  - Linked in email and direct mail
  - Community non-profits materials
  - Earned media outreach
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- Timing: May - July

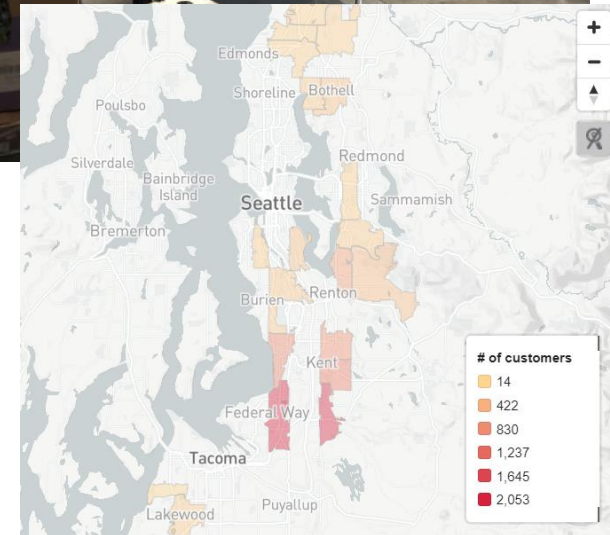




# Owned Channels - Community Outreach

Utilizing our outreach team to reach and engage community non-profits

- Targeting areas with the highest concentration of income qualified and language challenged customers.
- Build trust in traditionally underserved communities by identifying community leaders who can help spread our messages as local “influencers”
- Utilize multilingual communications materials and outreach personnel conversant in Spanish, Hindi, Mandarin, Vietnamese and Russian
- Timing: May - December



# Owned Channels – Government Affairs

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Utilizing our gov't affairs team to provide assistance program information to key civic and governmental stakeholders who can also spread the word effectively through their channels

- Generating awareness and action with key civic & governmental influencers
- Providing leadership in engaging underserved tribal communities
- Timing: May - ongoing



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**EARNED MEDIA**

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SOUND  
ENERGY*

# Earned Media

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## PR Goals

Use earned media throughout PSE's service area to raise awareness amongst all customers, stakeholders, and local officials about:

- **Reputation:** PSE is a proactive community partner helping customers get back on track with energy bills.
- **Awareness:** Invite customers to learn if they qualify for the COVID Bill Assistance Program before the Washington Utility and Transportation moratorium ends on July 31<sup>st</sup>, 2021.

## Timing

- C+C: May – June
- PSE: ongoing

# Earned Media - English

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- Pitch news release to all local TV and radio stations and print publications, for example:
  - KING
  - Seattle Times
  - The Bellingham Herald
  - Kitsap Sun
  - The Daily Olympian
  - KUOW-NPR
- Pitch news release to small, local community papers in those communities that have a higher population that is likely to benefit from the assistance program
- Timing: starting in May

**The Seattle Times**

 **THE BELLINGHAM HERALD**

**KUOW** ORIG 94.9

# Earned Media - Spanish

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- Pitch story to local Spanish language media:
  - M Radio
  - La Raza del Noroeste
  - Conexion Contigo
  - Plataforma Latina
  - El Siete Dias
- Utilizing a Spanish-speaking spokesperson
- Timing: starting in June



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# Media Timeline

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# Paid Media – Timing & Costs

	Q2												Q3												Q4																											
	April				May				June				July				August				September				October				November				December																			
	29-Mar	5-Apr	12-Apr	26-Apr	3-May	10-May	17-May	24-May	31-May	7-Jun	14-Jun	21-Jun	28-Jun	5-Jul	12-Jul	19-Jul	26-Jul	2-Aug	9-Aug	16-Aug	23-Aug	30-Aug	6-Sep	13-Sep	20-Sep	27-Sep	4-Oct	11-Oct	18-Oct	25-Oct	1-Nov	8-Nov	15-Nov	22-Nov	29-Nov	6-Dec	13-Dec	20-Dec	27-Dec													
<b>CACAP 2 Paid Media</b>																																																				
<b>Part 1 - Securing the trust</b>																																																				
KOMO/KUNS TV Partnership																																																				
Paid Social																																																				
Steaming Audio																																																				
NPR Partnership																																																				
Government Affairs outreach																																																				
Earned Media (ENG & SPN)																																																				
<b>Part 2 - Serving the need</b>																																																				
Radio Sponsorship (ENG & SPN)																																																				
Segmented Display (ENG & SPN)																																																				
Paid Social (static)																																																				
Direct Mail																																																				
Email																																																				
Organic Social Media																																																				
pse.com																																																				
The Voice																																																				
SEM (search engine marketing)																																																				
Outreach (community organizations)																																																				

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# Questions?



# Success Metrics

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## Website

Overall unique page views:  
525,000

## Email

Deliver: 325,000  
Total Opens: 16,900  
Average CTR: 5.2%

## Paid Social Media

Impressions: 5,424,000  
Clicks: 108,480  
CTR: 2%

## Streaming Audio

Impressions: 2,333,000

## Banner Ads

Impressions: 13,333,000  
Clicks to Site: 12,600

## TV Partnership/PSAs

Total Impressions: 36,540,000

## Radio Sponsorships

Total Impressions: 6,766,000

## Earned Media

Total Impressions: 1,500,000

Total customer impressions:  
66,746,000